

Hecht & Company,

513-515-517 7th St.

Hecht & Company.

Bargains for Bargain Lovers

SUPERB ASSORTMENT OF BEAUTIFUL ONE-PIECE DRESSES

This beautiful lot of One-piece Dresses arrived too late to go on sale for the holidays, and the result is we are compelled to dispose of them at a great sacrifice. Our buyer says they are the handsomest lot of dresses ever put on sale at this price.

Made up from the finest Panama and imported serges; colors are navy blue, brown, green with velvet trimming to match, gray and many blacks with velvet trimmings; also many combinations of colors, exquisitely braided and trimmed; most of them are finished with the latest of lace and embroidered yokes; worth up to \$25.00. Special as long as they last...

\$6.75

A HANDSOME LOT OF EXCELLENTLY MADE SUITS formerly sold up to \$35. Special.

\$24.50

THIS LOT OF WOMEN'S SUITS IS sure to attract a great deal of attention. The tailoring is correct in every detail and the finish absolutely perfect. Made up from handsome serges, chevrons, dainties, and broadcloths, in shades of blue, brown, gray, beige, also many beautiful mixtures and all-black.

WOMEN'S STYLISH STORM COATS, smart looking and serviceable; one and two of a kind. Just the coat you have been looking for. Made from best quality cloths in all kinds of mixtures, in soft colors of gray, tan, green and beautiful blue. A bargain even at their former price of \$15.00. Special at.....

\$15.00

WOMEN'S LONG COATS OF THE finest imported seal plush—exact copy of the high-cost fur models; finished with the long, graceful shawl collar; turn-back cuffs; 54 inches long; lined throughout with guaranteed satin of best quality. Worth \$35.00. Specially reduced to.....

\$24.50

PLAIN TAILORED COATS THAT ARE full of style; made up from black and gray meltons and kersey cloths. A special lot at a special price. Formerly sold up \$15.00. Reduced to.....

\$7.95

You Can't Resist These Values in Our Misses' Department.

BEAUTIFUL CARACUL AND PLUSH COATS for girls 4 to 14 years; lustrous, rich appearance; trimmed with large fancy buttons; quilted lining; round or sailor collars; and extra special value at.....

\$5.00

MISSIE'S CLOTH SKIRTS IN PANAMA, SERGE and heavy mixtures; well made and nicely finished; an extraordinary value. Formerly sold for \$3.00. Reduced for this sale, special.....

\$2.95

GIRLS' SCHOOL DRESSES, NEAT AND SANITARY; made up from washable percales; gingham, madras and other materials; all sizes for girls. A regular \$1.00 value. Reduced to.....

69c

JUST 500 NEW SLIP-ON RAINCOATS, A splendid garment we have been getting \$5.00 for; all sizes for misses and small women. Special at the low price of.....

\$3.95

INFANTS' AND SMALL CHILDREN'S FLANNEL GOWNS, Skirts, Night Drawers, Long and Short Pants; Skirts; 2c values. Your choice at.....

23c

CHILDREN'S OUTFIT FLANNEL NIGHTIES with feet; also duty lot of gowns; sizes 2 to 6 years; included are shirts in sizes 2 to 14 years. Reduced to the remarkably low price of.....

21c

STORE HOURS ARE NOW FROM 8:30 TO 6. OPEN TILL 9 P.M. SATURDAYS

You Can Always Have It Charged HECHT'S

513-515-517 7th Street

A Bargain Event of Compelling Interest

WE PUT ON SALE TOMORROW a special lot of Dainty Muslin Undergarments, with lace and embroidery trimming. This is your chance to provide yourself with the finest quality undergarments at a price that sounds almost ridiculous. Special.....

98c

Ask your grocer to show you a package of Crisco

Every woman who uses Crisco finds it gives results in pastry and frying which she has never secured before. Some of the claims made for Crisco may seem unbelievable to women who never have tried it but they are now known facts in domestic science schools and in hotel kitchens, where modern, progressive cooking is a science or business.

When you get your package of Crisco, it will pay you to try it for frying, for cake, for pie crust—wherever you now use butter or lard for cooking.

Crisco is put up in sterilized packages. Never in bulk.

Any product that has to be worked into your food—or any product in which

you immerse food, as in frying potatoes—should, above all things, be clean and wholesome.

Crisco comes only in sterilized packages. No hands touch it. No odors get to it—no unsanitary paddles, boats or tubs.

You know, you are sure that each and every package of Crisco is wholesome. It is so pure that it keeps sweet and fresh.

Dip out a spoonful and look at it.

You will like its very appearance. It is crisp and flaky. It is white—a pure, cream white. The color and flavor are entirely natural—there is nothing artificial about it.

Crisco requires no experimenting. You use it where you now use butter or lard for cooking and in just the same way. When used instead of butter, add salt.

Purchase a package this week and try it. It will repay you.

The Procter & Gamble Co.

Sold in 25c. packages by all grocers

HINTS to WOMEN READER'S

BEAUTIFUL FROCKS FOR THE DEBUTANTE SEASON

Velvet Dresses of Simple Lines—For Holiday Party Wear—Crystal and Metal Trimmings—The Latest Ideas.

This is the heyday of the debutante, and dressmakers are busy with all kinds of delectable girlish frocks for the debutante functions which are coming thick and fast.

The models of the season afford unusual possibilities for the achievement of that difficult combination, smart elegance and youthful simplicity, and if debutantes do not look well this winter it will be because fashion can do nothing for them. Luckily, however, a girl at that age has a way of looking well even when she doesn't look smart.

For afternoon frocks, the dark chiffon and crepes and the soft satins, velvets and broadcloths all have their innings. Probably nine out of ten of the season's debutantes have a coat and skirt or a one-piece frock of velvet.

These velvet frocks are simply made, with perhaps a band trimming of fur on the bodice and around the bottom of the skirt. Sometimes there are cuffs and hand, turn-down collars of fur and a fur band trimming the lower part of the skirt. The bodice may be trimmed with braid.

One attractive model in green velvet, noticed recently, had Persian lamb trimmings and the bodice was trimmed across the front with black passementerie brandenburgs in graduated widths.



Ermine Collar and Trimming.

The blouse opened at the front, where it was edged with each side with cord. There was a girlish of black satin.

An admirable little frock in dark blue-gray velvet has a collar and cuffs of skunk and two bands of skunk trimmed the bottom of the skirt. The blouse fastened at one side is ornamented by a loop and shoulder-strap of braid.

The velvet coat and skirt with blouse to match, and smart separate blouses for less formal wear, are extremely useful, and the velvet and corduroy suits, when well made, are very good looking. Some of the best corduroys are absolutely plain save for big collars of fur, and one

roses. These ribbons and bowknots and roses around the trimming for the cape effect around the shoulders. This cape was also edged by a fringe of crystal beads. The skirt was finished at the back by a bowknot of the twisted ribbon. Ribbon ran from the front of the

frack at the girlish diagonally to the back about half the length of the skirt and formed another bowknot holding roses. There was a tunic effect with ribbon and crystal bead trimmings.

Another charming little frock was also of chiffon. There was a crossed fichu which was outlined by narrow ruffles of lace. Still more dainty is another frock. It was made of tulle over a pale pink satin foundation. The frock was made with tulle effect and was trimmed at the bottom with a tulle lace ruffle outlined at the top by a row of small pink roses and leaves. A narrow band of skunk trimmed the tunic and bodice. Pink roses also trimmed the bodice.

Although silk frocks and even crepe

Velvet Frock Trimmed in Fur.

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Pink Liberty.

fracks are not considered so chic for the debutante as the sheer frocks, they wear uncommonly well and last longer better than the flimsier things; moreover, they are not of necessity so expensive, for those simple little frocks of chiffon mount in price because of the second layer of chiffon needed to veil their silken foundation and the quantity of material required by full skirts. For the girl of few evening frocks at least one frock of crepe or messaline is to be recommended and, provided it is made simply enough, it will have an air sufficiently "ingenue" and girlish.

A pretty frock of silk of this class was trimmed in bands of lace on tunic and underskirt. The left side of the tunic also had an inserted trimming of lace outlined by pink roses. The bodice was made in surplus style. The girlish was of black velvet ribbon, and a line of roses ran from the girlish up the right side of the surplus front.

Embroidery plays an important role in some of the chic little evening frocks, but it is most often in self-

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937-939 F Street.

Mayer Bros. & Co.

No Branch Stores.

The Really Great Opportunities Offered in Our Semi-Annual Clearance Sale.

Co-important with the acute reductions of price is the sterling values represented in the Mayer merchandise affected by this special event—Suits, Coats, Furs, Waists, Millinery. It's the regular stock selected with our best taste and judgment—exclusive in character and authoritative in fashion. But the time for clearance cuts without consideration—and you'll find the bargains genuinely tempting.

The Reductions among the Furs are very radical.

They are guaranteed Furs. Not a piece but has passed under the scrutinizing eye of our expert—and you have that certainty and security in your choosing—with every popular and proper skin offered in the variety before you.

Fur Shawls.

Black Coney and Brown Opossum Shawls, of varied models; trimmed with natural tails and lined with satin. REDUCED from \$10.00 to.....

\$5.00

Marten, Black Fox and Opossum Shawls, large, selected skins; fancy head and tail trimmed; guaranteed satin lining. REDUCED from \$13.00 to.....

\$10.00

Black Fox Shawls, made of two entire skins; trimmed with head and large brush; the very newest shapes. REDUCED from \$22.50 to.....

\$15.00

Natural Raccoon Scarfs, made of two entire skins; head and tail trimming; best of satin lining. REDUCED from \$22.50 to.....

\$15.00

Red Fox Shawls, the finest grade; made up in the best shapes; each containing one or two full skins; head and tail trimming; brush trimming. REDUCED from \$37.50 and \$39 to.....

\$25.00

Fur Sets.

White Iceland Fox Shawl and Muff, both the large shapes; trimmed with natural tails and lined with satin. REDUCED from \$22.50 to.....

\$15.00

Fur Sets.

Natural Raccoon and Fox Scarf and Muff; head and tail trimming; handsomely lined with satin. REDUCED from \$35 and \$39 to.....

\$25.00

Fur Muffs.

Black Coney Muffs, selected Furs; lined with satin; popular shape and color; perfectly made. REDUCED from \$10.00 to.....

\$5.00

Black Fox Coney and Squirrel Muffs, the large size; lined with satin and perfectly made. REDUCED from \$15.00 to.....

\$10.00

Black Pony and Nearsal Muffs and Big Black Fox Muffs; selected skins; extra large size; best grade of satin lining. REDUCED from \$12.50 to.....

\$12.50

Red Fox Muffs, the entire skin being used; with head and brush trimming; guaranteed satin lining. REDUCED from \$22.50 to.....

\$15.00

Black Fox Muffs, the large size; made of the finest fur, trimmed with head and brush and brush trimming. REDUCED from \$25.00 to.....

\$17.50

Fur Sets.

Red Fox Scarfs and Muffs; one entire skin in the shaped Scarf; large size. Muffs with head and tail trimming; satin lined. REDUCED from \$50.00 to.....

\$37.50

A Splendid Assortment of Fur Coats.

Pony Skin Coats, 50 inches long, with large shawl collar and deep cuffs; lined throughout with best quality of satin. REDUCED from \$60.00 to.....

\$39.00

Pony Skin Coats, full 52 inches long; extra choice skins; perfectly matched; large shawl collar and deep cuffs; lined with fancy brocade silk. REDUCED from \$75.00 to.....

\$50.00

Pony Skin Coats, 52 inches long; perfectly matched and handsome mirrored large shawl collar and deep cuffs of Black Opossum; fancy brocade silk lining. REDUCED from \$70.00 to.....

\$75.00

Marten Mink Coats, 52 inches long; large shawl collar and deep cuffs; very fine skin and lined with handsome brocade silk lining. REDUCED from \$70.00 to.....

\$59.00

Nearsal Coats, high grade and perfectly matched; with large shawl collar and deep cuffs; fancy brocade silk lining; full 52 inches long. REDUCED from \$79.00 to.....

\$59.00

Natural Pony Skin Coats with large revers; deep shawl collar trimmed with silk frogs and lined with brocade silk. REDUCED from \$125 to.....

\$95.00

Hudson Bay Seal Coats of very fine grade of selected skins; 52 inches long; with deep shawl collar and deep cuffs; fancy leveled or silk brocade button; richly lined. REDUCED from \$125.00 to.....

\$95.00

color and has no touch of gorgeousness such as is shown in many of the broideries for older folk. A little crystal or gold or silver is admissible, but nothing striking or elaborate.

A delightful little frock of the palest of pink tulle was made up over a pink silk foundation. The tulle was sprinkled with crystal dewdrops. The only trimming was ruffles of tulle trimming the lace fichu and bands of lace trimming which edged the ruffle on the skirt. At the right side of the frock at the waist line there was a large black bow edged with a plaited tulle. Very narrow, fine fringes in crystal, as on the first evening frock above mentioned, are often used to border the draperies of the debutante's frock and narrow bands of the crystal embroidery are added, the trimming being especially liked upon a pale, rose petal silk. A charming frock was of pale pink chiffon and had a band of lace at the bottom, the design of which was outlined by crystal beads. The band headed two narrow ruffles of the chiffon which encircled the bottom of the bodice. There was a tunic or drape of the chiffon, which separated at the front and was gathered and fastened at the bottom of the band trimming by a bouquet of small pink roses. The edges of the drape were outlined by a pink silk ribbon. The ribbon edged the surplus fronts of the bodice, which was trimmed by small bouquets of pink roses.

New Coat Ideas.

Ratine and other aggressively shaggy materials are still in favor. The novelty of the season, which has been with us already an unconscionable time, like all other novelties, is reversible stuff. It was first introduced into long, sensible coats of simple outline; the contrasting color provided collar and cuffs, and as such the effect was quite bearable and even smart. This season the short coat has also taken to dabbling in two-color schemes, though it has none of the vast spaces necessary to the unfolding of the idea. Imagine, for instance, a crumpled arrangement in blue and purple; let us say, with component parts in either color according to which side of the stuff came uppermost when the creation was tucked together. Add to this color duet a tangled leitmotif of braid and rows of haphazard buttons, now of one color, now of another, and there you have, not a Chinese puzzle, as you might imagine, but the latest thing in winter models.

Of the saner, simpler coats the prettiest are still in black velvet with the inevitable ermine. Black and white is as popular as ever, though there is some talk of a reaction in the way of flaming reds, of grassy greens and royal purples. All these will be more popular at night because of their brilliant though it may be to add a splash of color to a dreary winter's day, it will not profit any one to sacrifice her personal appearance to the gayety of the outlook.

Chiffon velvets and velveteens, both for toilets and wraps, are being extensively used in black, green, blue, brown and champagne shades. Many of the cloaks are trimmed with rainbow embroidery and heavy fringe, on others tallies ermine, skunk and black fox replace the fringe. The embroidered black tunic over black or blue velvet coat is fashionable; so is the black velvet coat with shawl revers of white ratine over a plain cloth or bengaline costume. Wristlets of fur are worn and ratine continues high in favor.

There is an indication in some late Paris dress models that the skirts will be fuller next spring if not before the winter is over. The fullness is not pronounced, but marked with such moderate action as must appeal to a large number of women. The particular gowns referred to were made of velvet and brocade, the former for day wear, having its hem edged with skunk, as well as the cuffs. A lovely rose-colored liberty brocade fashioned a princess dinner toilet with its square train, both skirt and corsage being slightly draped. The latter had the right front outlined with black fox and above it was a fold of white chiffon, other folds forming the décolletage and left portion of the bodice with the aid of a lace revers. The chiffon was then taken through a beautiful emerald and

paste ornament and fell in scarf fashion down the front of the skirt to the right side, and then in artistic fashion creating a light wrap. These chiffon attachments and wraps are quite a feature this season, and though not altogether a novelty are very useful on theater gowns.

After dressing a dire skirt, the skirt slit up at the one side has at last attained an unquestionable position in general and is tempered in divers ways.

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Little Mary Recites for Anty Dudge.

Anty Dudge—"Now say it again, Dearie. It's every word true."

Little Mary—"See my nice, new party frock, So clean and fresh and bright. Anty washed it with Fels-Naptha; That's why it is so white."

Just a few of the thousands of unsolicited testimonials regarding Fels-Naptha Soap:

So Much Less Work. "This morning, Dr. Robinson, I learned first of your naptha soap and must admit I tried it without much hope of success, but I was surprised at the result. The following week I tried it on a large washing and was delighted beyond measure. I will use no more soap as long as I can get Fels-Naptha. I tell every lady about it the more I use it, the more I like it. I am a duty I owe every working sister. I am happy to tell a gentleman that a man did not love his wife if he did not provide her with Fels-Naptha soap. My family says I am half crazy about it but I have no useless work, so much more time for other things and so much less fatigue when my washing is done that I feel I cannot speak too highly of Fels-Naptha soap or speak of its virtues. All my neighbors will endorse every word I have written and I could write pages."

Mrs. J. B. MacGraw, San Antonio, Texas.

Clothes Whiter Than Ever Before. "I have been using Fels-Naptha soap for almost six months and consider it the only soap for dining room, kitchen and laundry. My silver and glass never looked so bright and beautiful as they do since using Fels-Naptha soap, and the clothes, table linen, etc., are whiter than ever before."

KATHARINE HANNAH, Oving Mills, Md.

Fels-Naptha Don't Injure the Clothes. "On account of the illness of my young woman, I had a chance to use Fels-Naptha soap a thorough test and I wish to say that I am more than satisfied. It does not injure the clothes